



Randy Allen
Corporate Vice President,
Server and Workstation Division

July 26, 2007

Commercial Update Agenda

AMD: Earning Enterprise Business

“Barcelona” Changes the Game

AMD Commercial Ecosystem

Building on the AMD Commercial Client Foundation

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Commercial Market Trends: A Macro View



**Energy-
Efficient
Processing**

**Performance and
performance per
watt**



- **Server Consolidation**
- **Virtualization**
- **Energy-Conscious PC Purchasing**



**Ultimate
Visual
Experience**

**Professional
Workstation**



- **3D Modeling**
- **Medical Imaging**
- **CAD/CAM**
- **Digital Animation
Special Effects**

AMD: Earning Enterprise Business

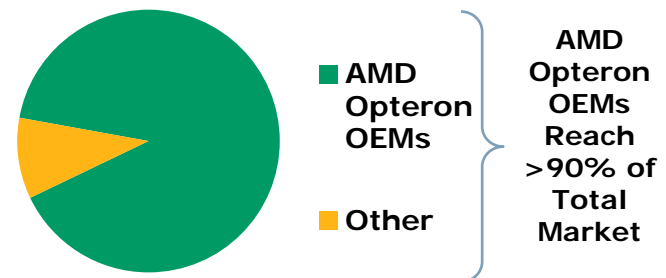
AMD Opteron™ OEMs in total represent >90% of global x86 server sales

4-way servers run business critical applications; AMD is >50% of U.S. market

(Source: Mercury Research)

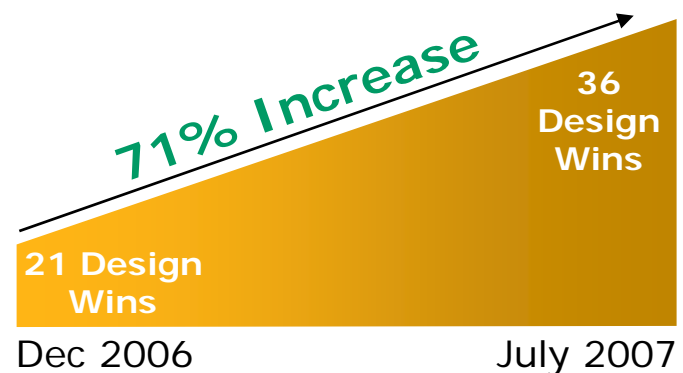
Commercial client design wins increased 71% since Dec. 2006

x86 Server OEM Unit Share



(Source: IDC)

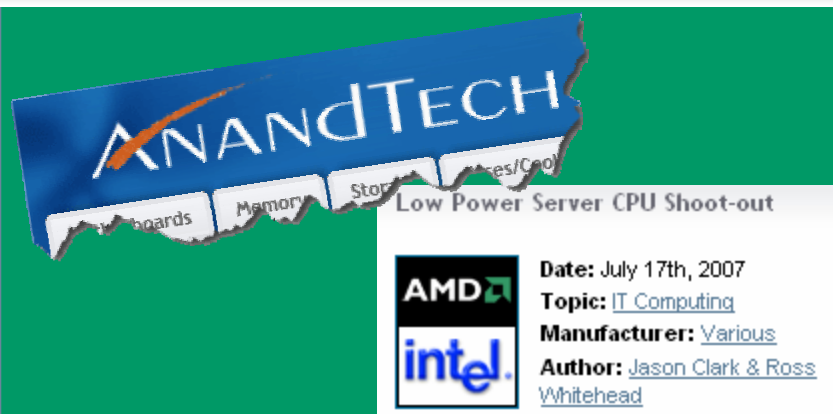
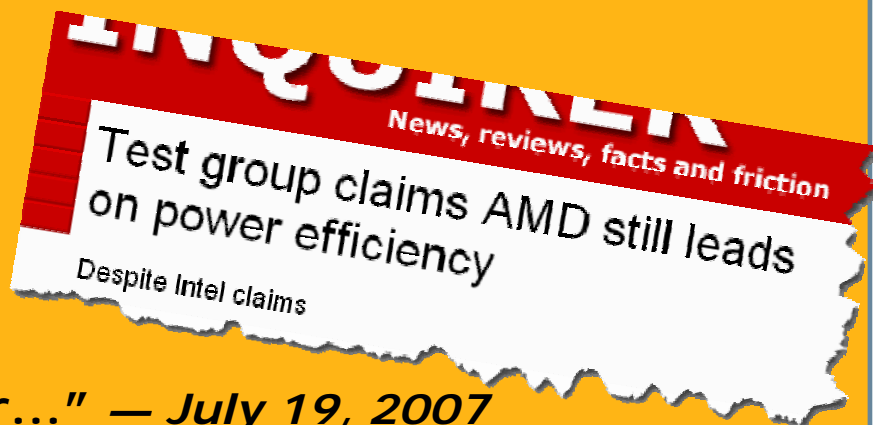
AMD Commercial Client Wins



Performance-per-Watt Leadership Today



"Based on tests at our independent lab, an AMD Opteron™ server is 7.3 to 15.2% more power efficient than a virtually identical Intel Xeon server..." — July 19, 2007



**"AMD is clearly the leader when it comes to performance-per-watt using the workloads in this article."
— July 17, 2007**



Steve Rubinow
Chief Technology Officer
New York Stock Exchange

July 26, 2007



NYSE Euronext

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AMD Commercial Ecosystem

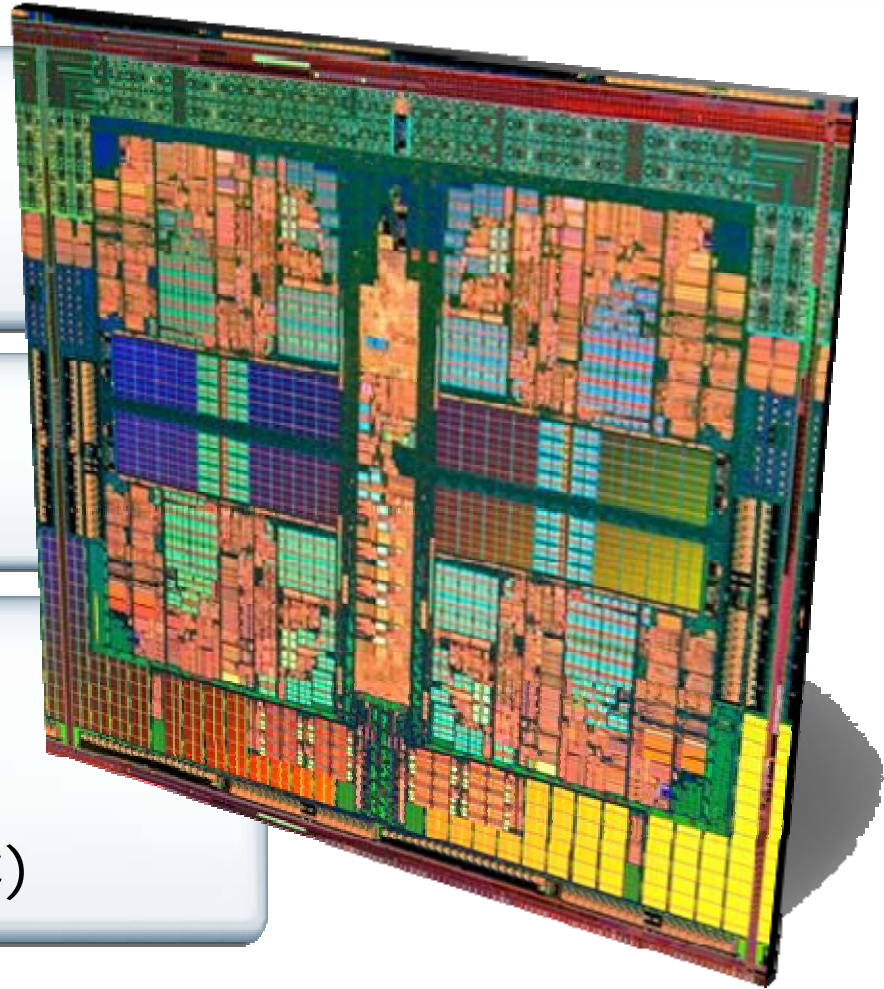
Building on the AMD Commercial Client Foundation

“Barcelona” Update

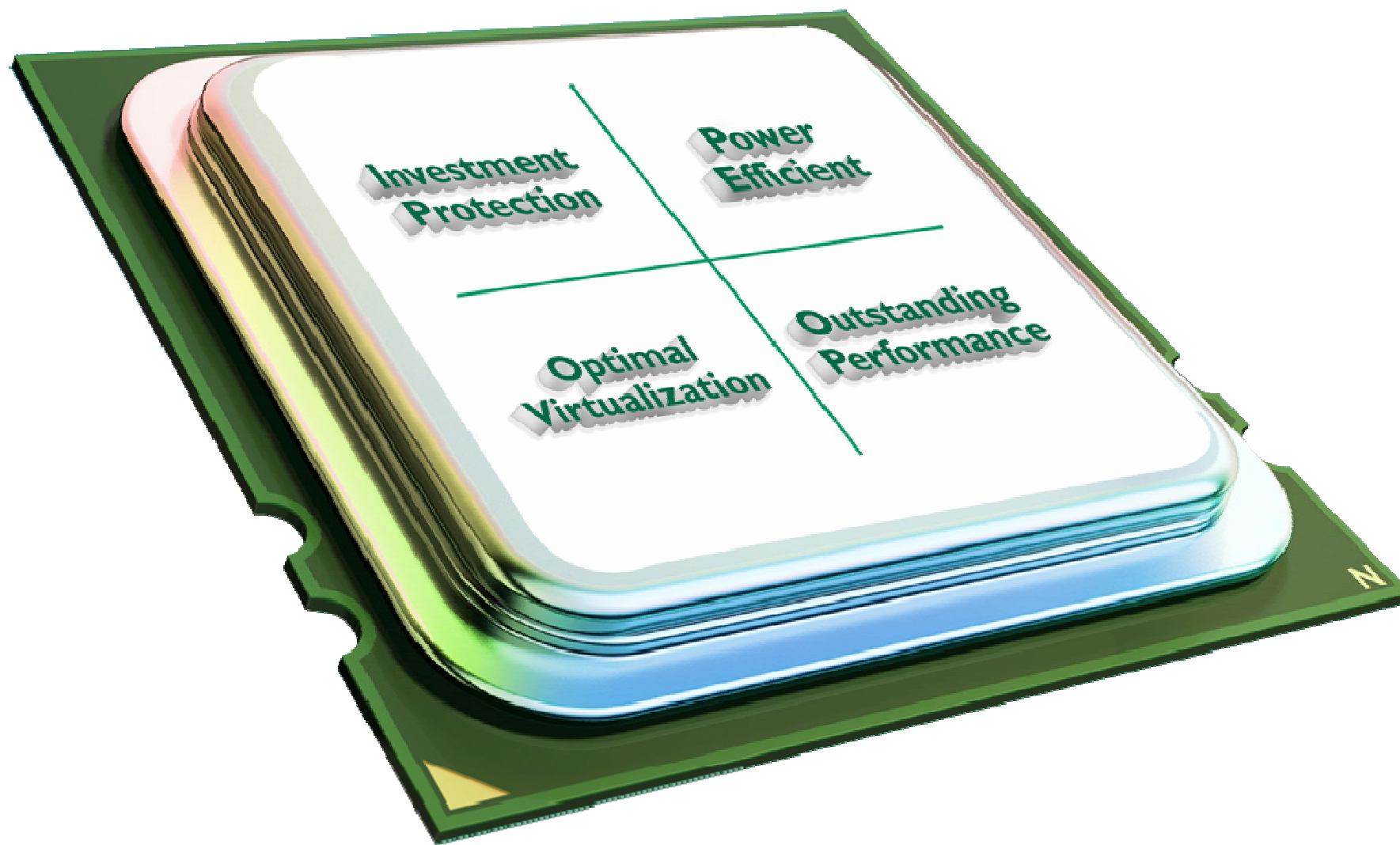
Production wafers out,
on track to ship for
revenue in Q3 2007

Wafer yields ahead
of plan

Announcing our largest
“Barcelona” win to-date
with Texas Advanced
Computing Center (TACC)



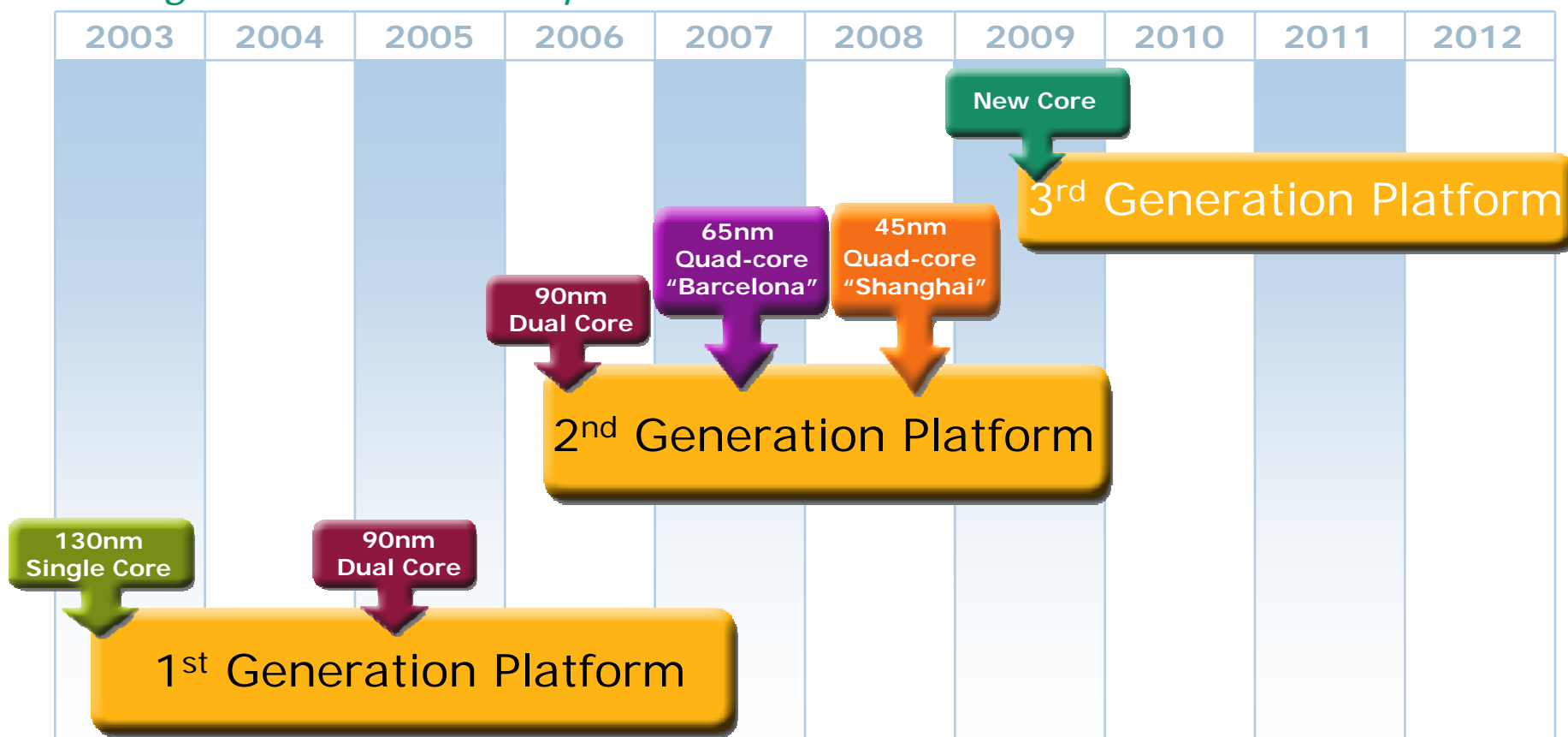
“Barcelona” Changes the Game in Four Dimensions



Investment Protection: Stable Platform Progression

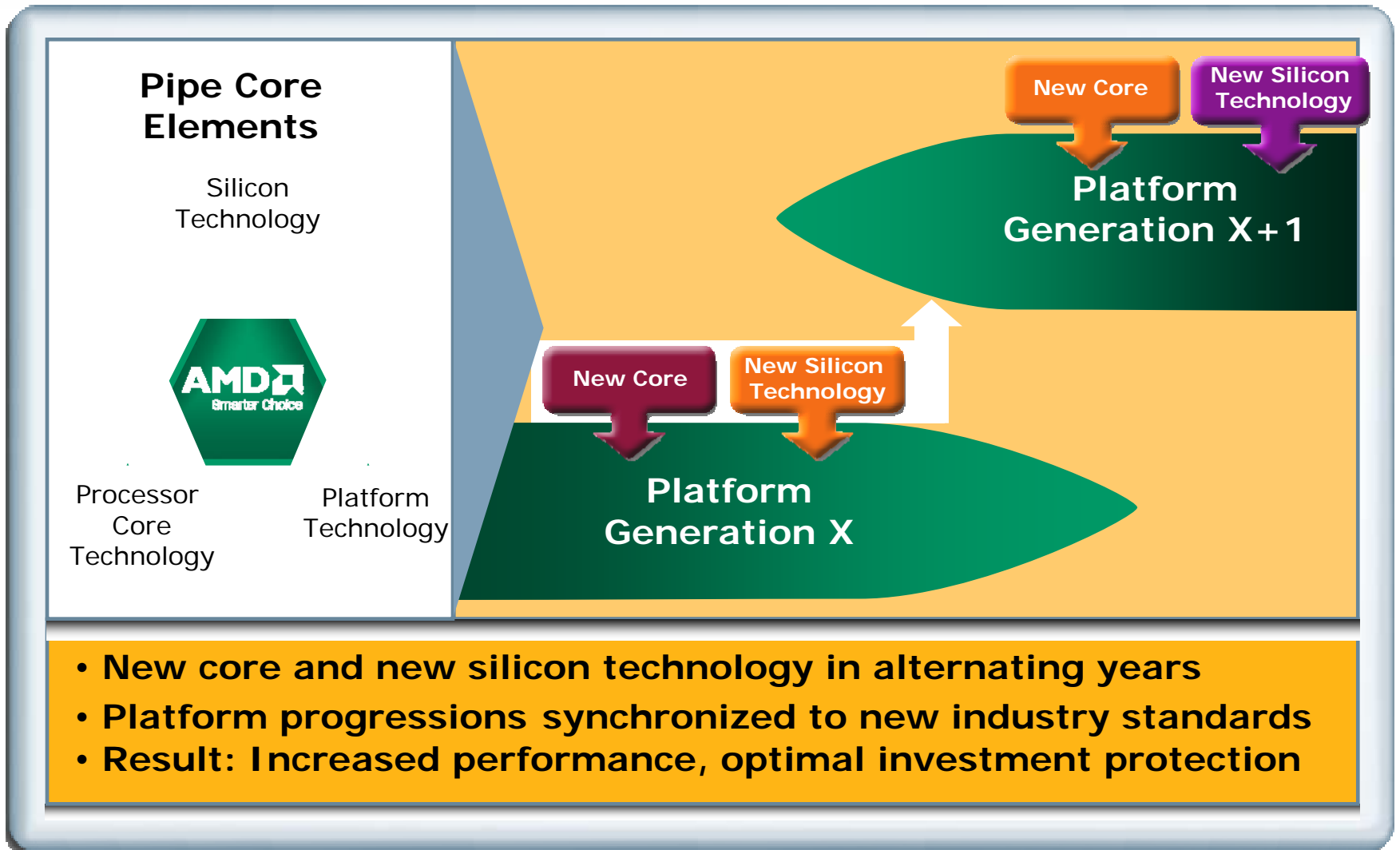


Long-term success for partners and end-customers



Stable platforms deliver better long-term value and logical transitions for partners and customers

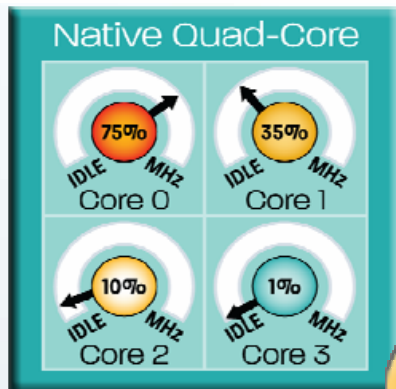
The AMD “Pipe”: Platform Innovation Progression



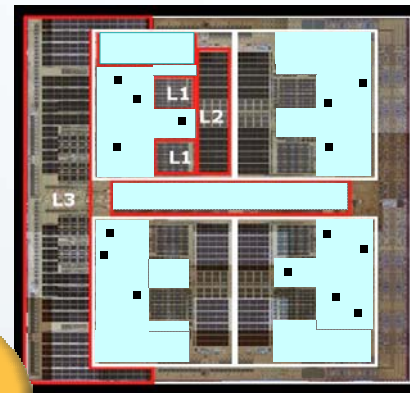
AMD Power Efficiency Innovation



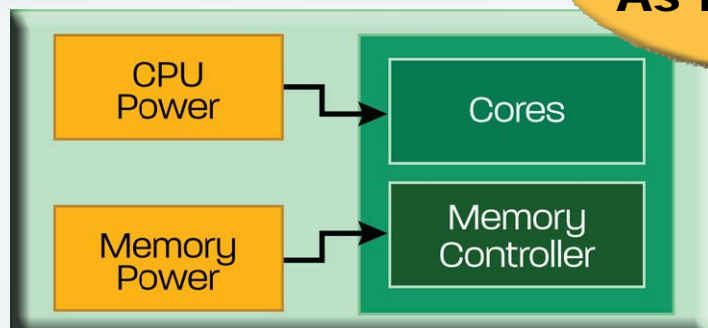
Independent Dynamic Core Technology



AMD CoolCore™ Technology



Same
Power/Thermals
As Dual-Core!

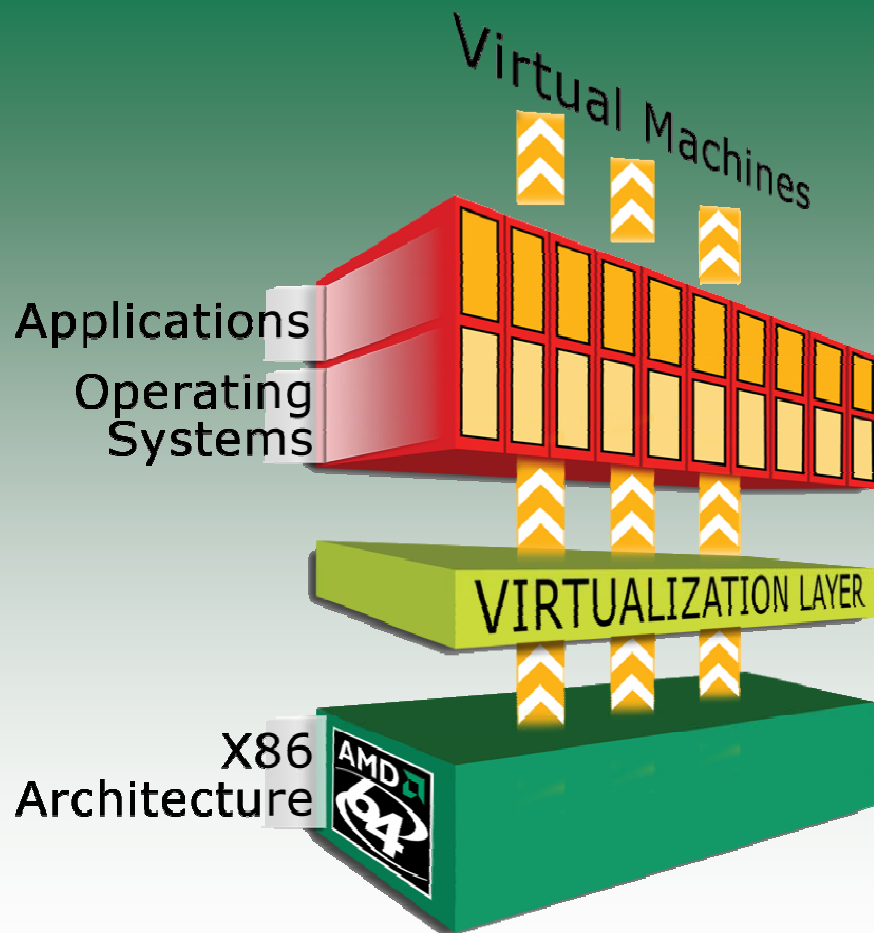


Dual Dynamic Power Management™



Enhanced AMD PowerNow!™ Technology

AMD Virtualization™ Leadership



Performance

- Direct Connect Architecture
- Rapid Virtualization Indexing

Security

- Device Exclusion Vector

Software Support

- AMD-V™
- Live Migration
- 64-bit Guest OS Support

2009 Enhancements

- IOMMU for Security and Performance

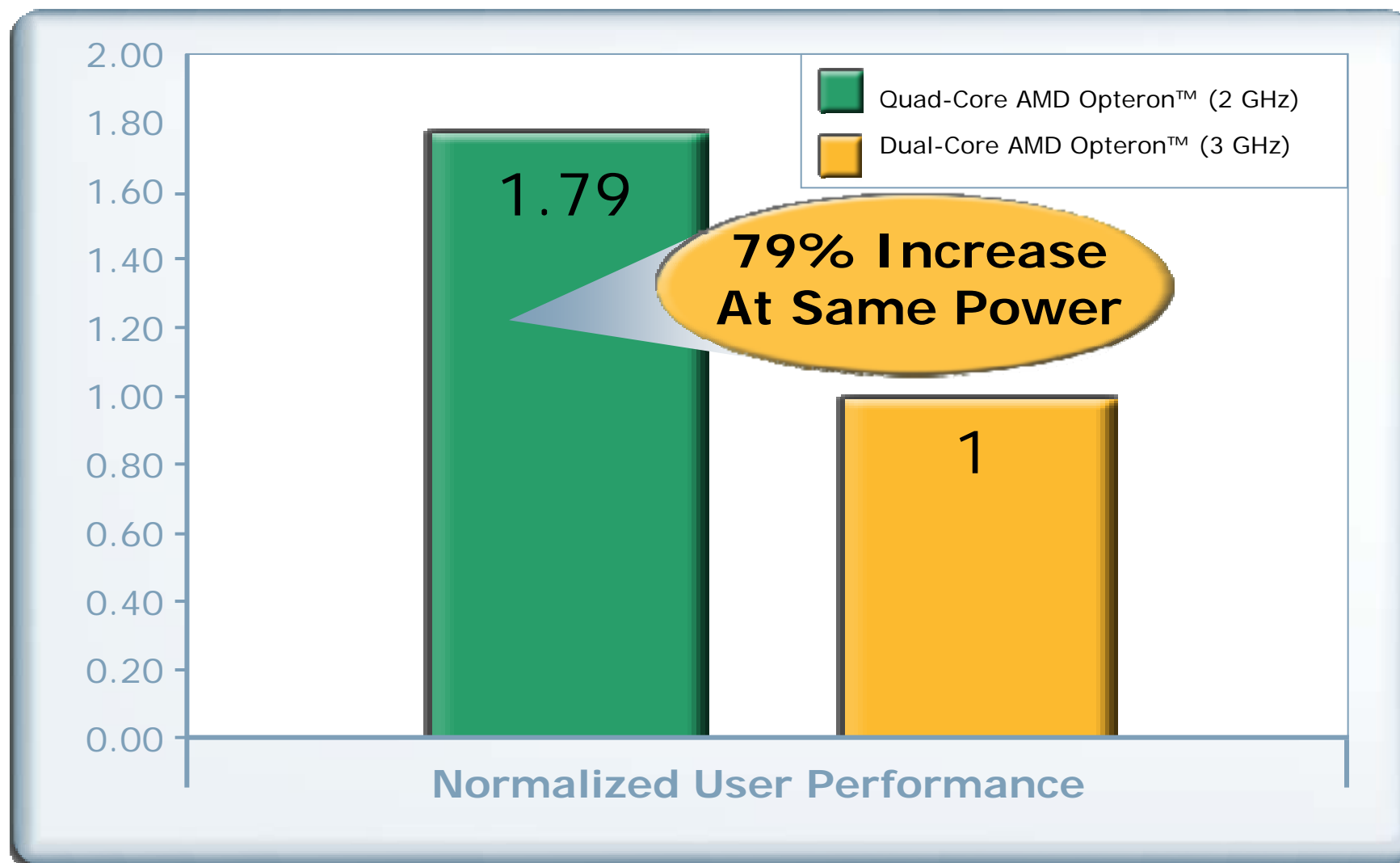


Steve Herrod
Sr. Vice President,
Technology Development
VMware

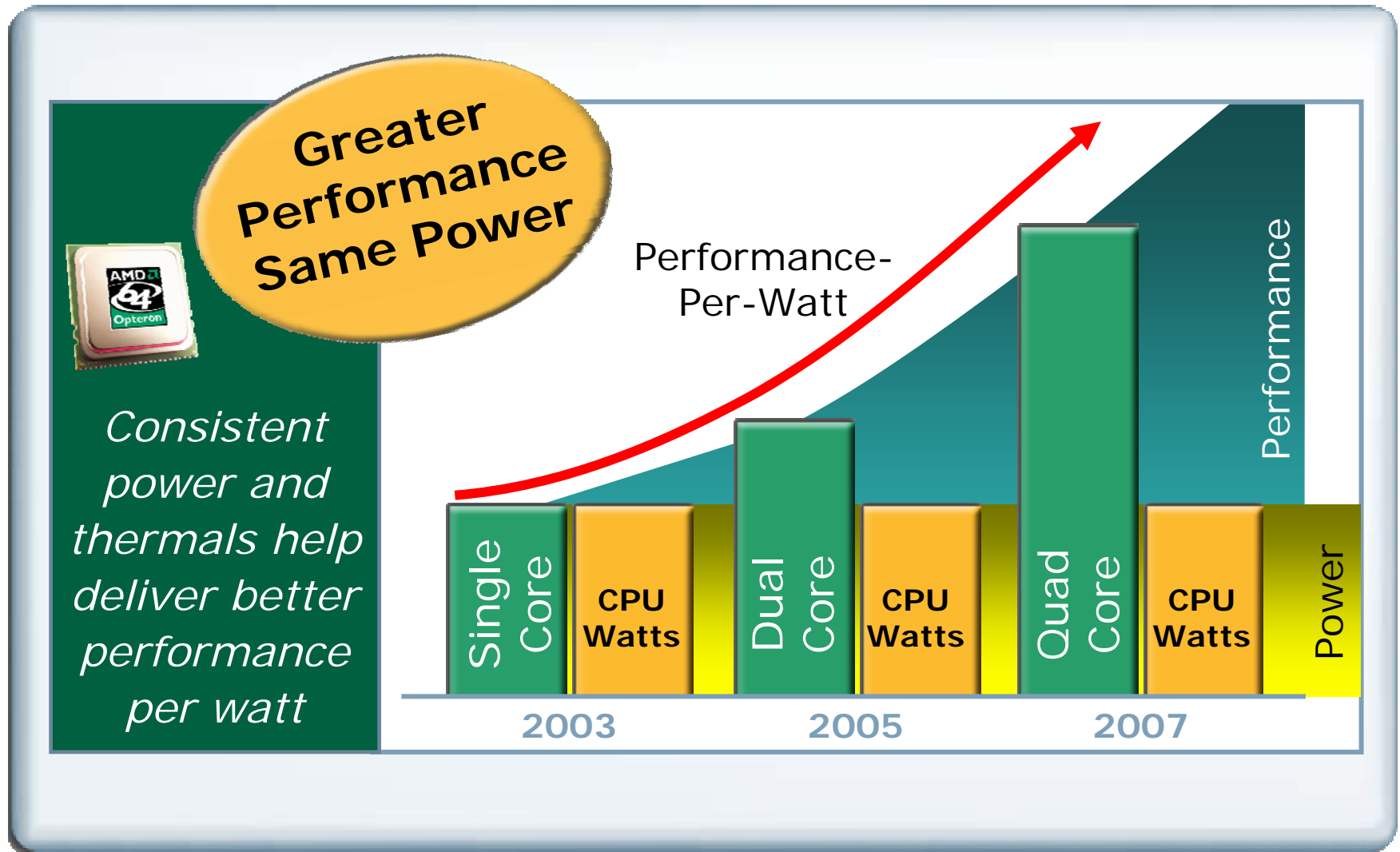
July 26, 2007



Optimal Virtualization with VMware



Performance-Per-Watt Scalability



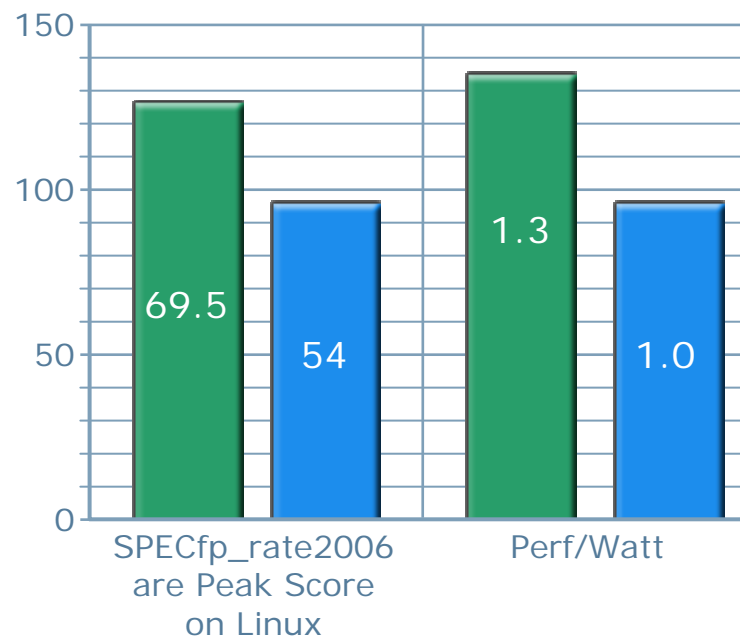
"Barcelona" Sets New Performance-Per-Watt Standard



**RESULT: 25%
performance advantage;
more than 30%
performance-per-watt
advantage**

Remember, when Intel cites
avg. CPU power ratings: Intel
customers pay a memory
controller and FBDIMM power
penalty

**2P servers: Barcelona (2.0 GHz, 95-
watt) vs. Xeon 5345 (2.33 GHz, 1333
MHz FSB, 80-watt); 8 DIMMs of memory;
SUSE Linux Enterprise Server 10**

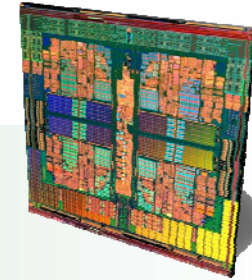


Quad-Core AMD Opteron™
Processor 2GHz*

Xeon 5345

SPEC and the benchmark name SPECfp_rate2006 are registered trademarks of the Standard Performance Evaluation Corporation. Results for Xeon 5345 is valid as of July 19, 2007. For latest scores visit www.spec.org

*Performance based on AMD estimated results of Quad-Core AMD Opteron™ processor at 2 GHz



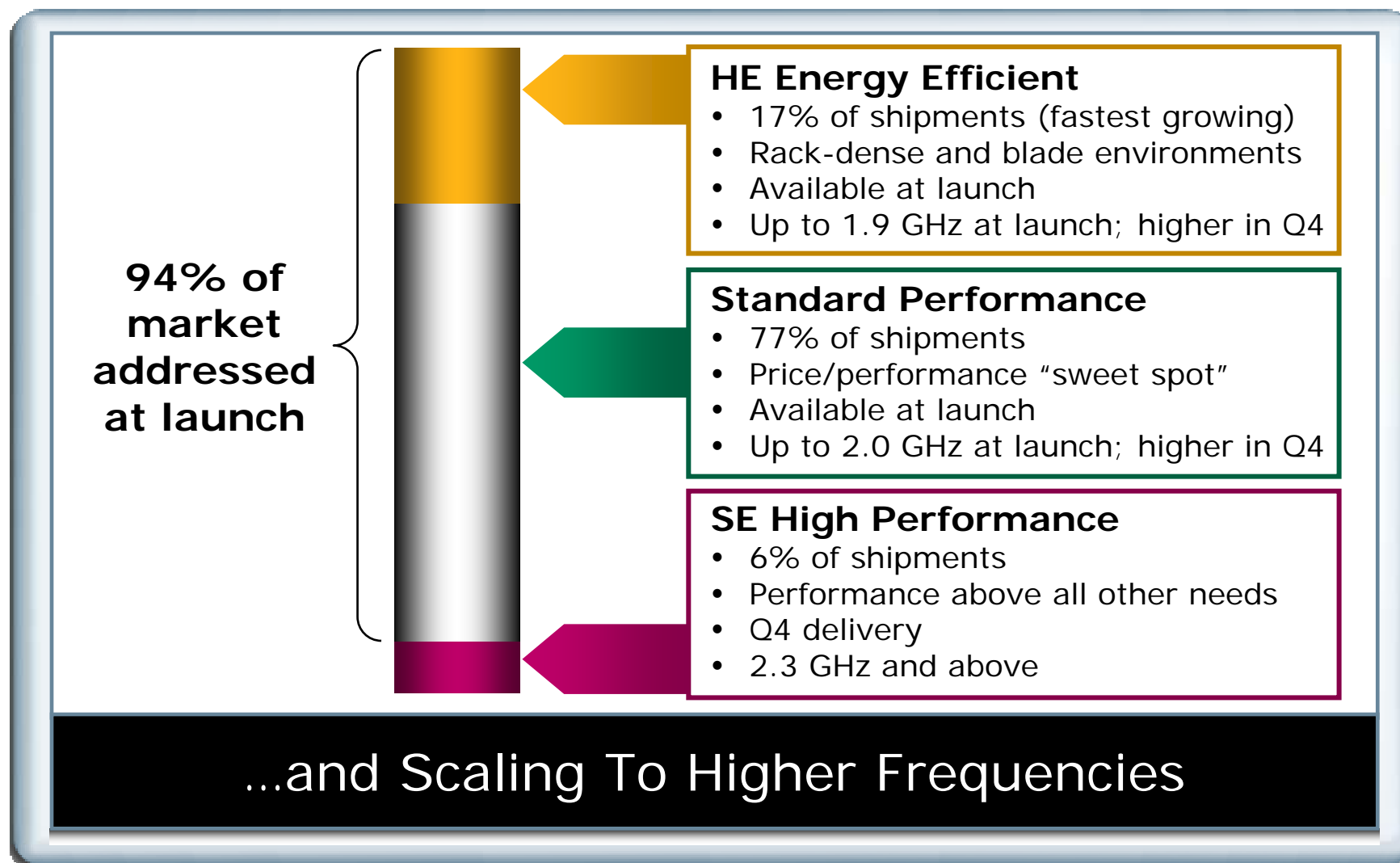
More Demos Today

“Barcelona”-based Dell server with Microsoft Windows Server 2003 with Virtual Server

- Tier One platform running mainstream server OS with virtualization
- Supports Enhanced AMD PowerNow!™ Technology with simple driver update
- Enables a flexible migration to Windows Server 2008



"Barcelona": Highly Efficient at Launch...



Source: AMD

Commercial Update Agenda

AMD: Earning Enterprise Business

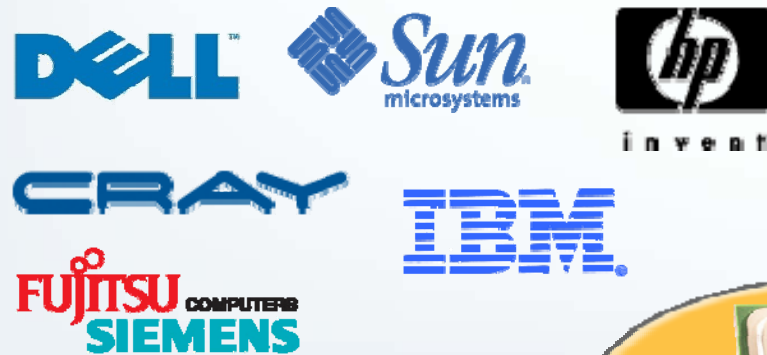
“Barcelona” Changes the Game

AMD Commercial Ecosystem

Building on the AMD Commercial Client Foundation

Expanding Ecosystem

Leading OEM Platforms...



...regional choices...



...the best in software partners...



...and integration partners to put it all together

Network of AMD Opteron™ Platforms

2003 vs.

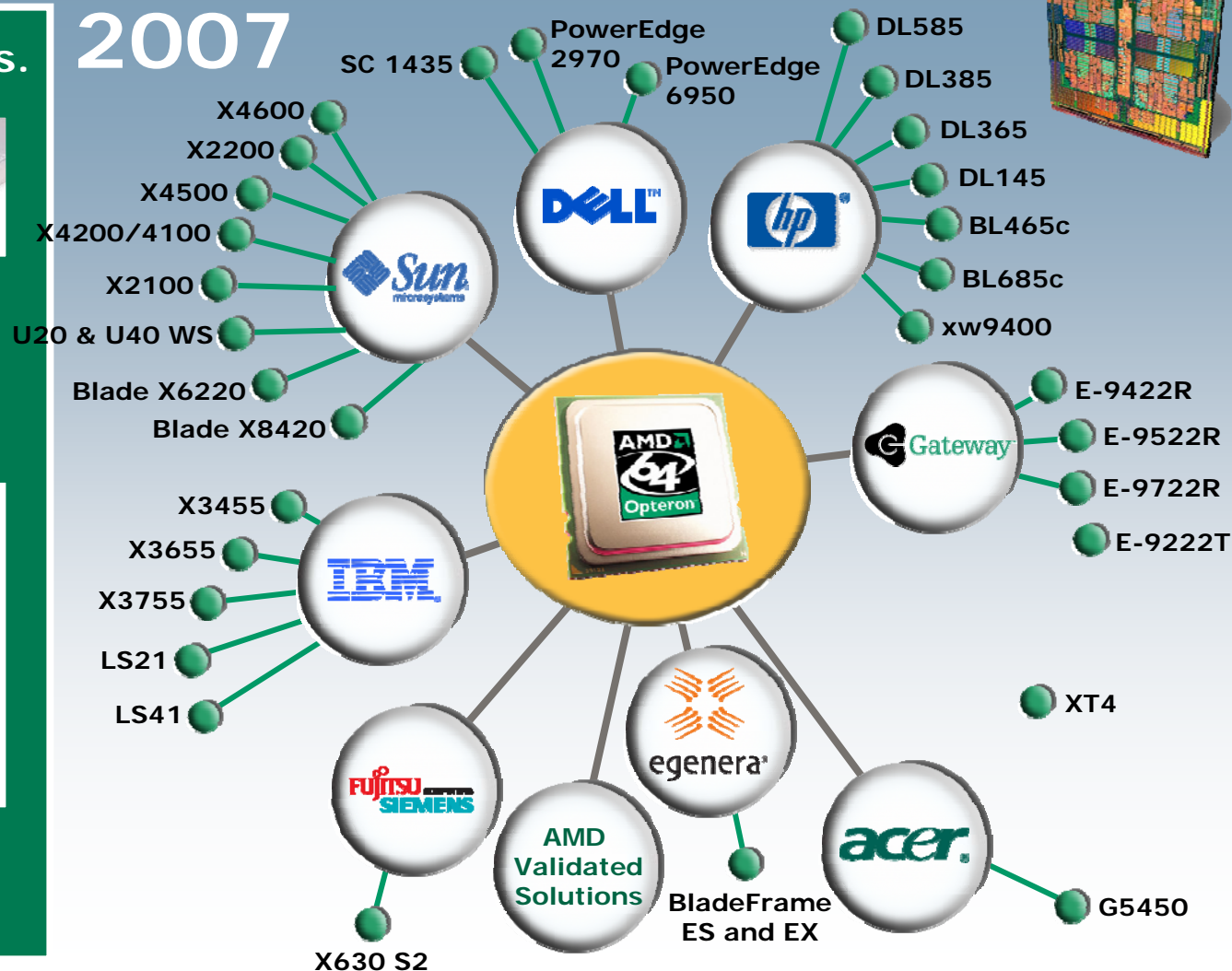


IBM eServer 325



1st Generation
AMD Opteron™

2007

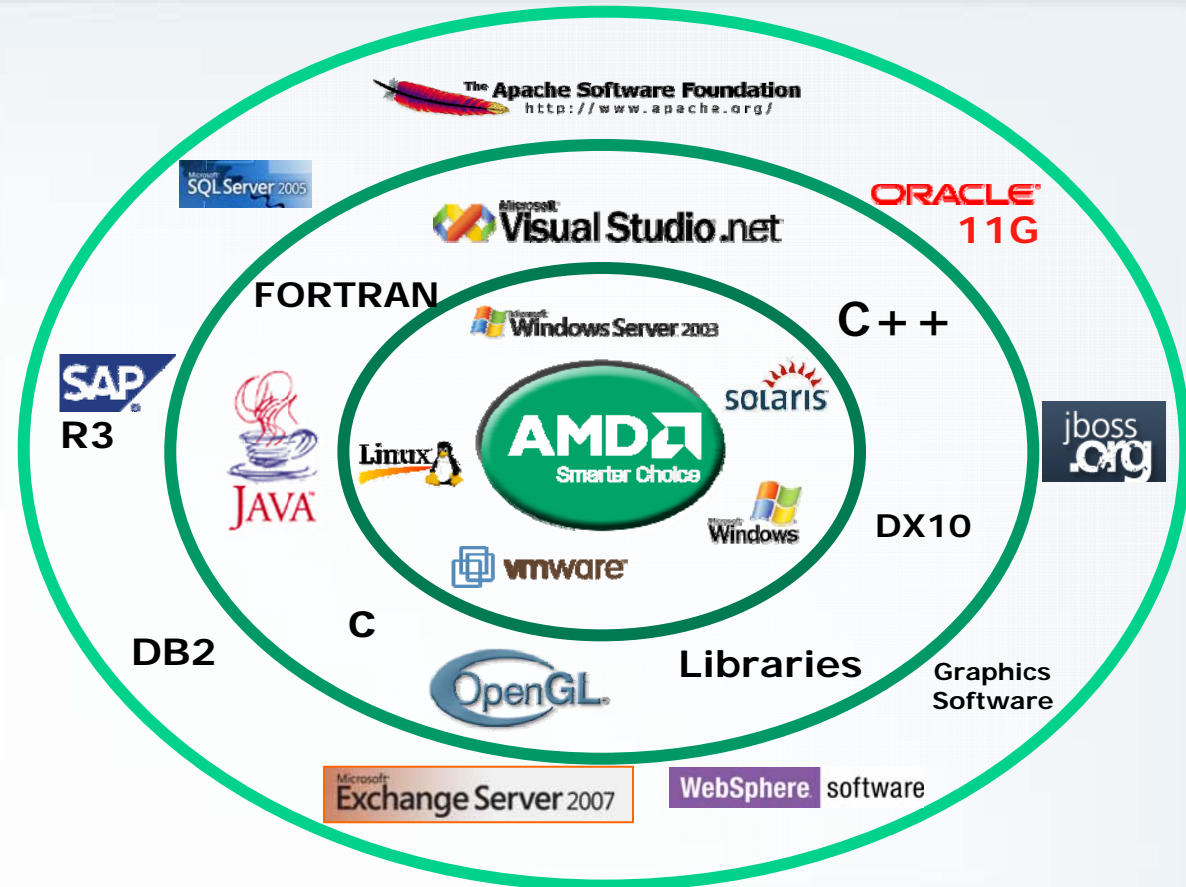


Engaging the AMD Software Ecosystem

AMD collaborates to ensure “Barcelona” compatibility at launch...

AMD works with 300+ software and open source providers to develop compilers, tools and OSes optimized for our new generation of processors, and optimized drivers for our new commercial graphics

~
Hundreds of software infrastructure providers now plan product roadmaps in collaboration with AMD



...while making it easy to optimize for full “Barcelona” benefit



Marc Hamilton
Vice President, Solaris Marketing
SUN Microsystems

July 26, 2007

2007
Technology
Analyst Day



Ultimate
Visual
Experience

Creating the Ultimate Visual Experience AMD Workstation Update

AMD Professional Graphics

ATI FireGL™

- Price Performance Leadership
- Certified Application Performance
- Top to bottom solutions for Enterprise wide deployment
- Expanded features for high-end segments



ATI FireMV™

- Versatile dual and quad output
- Flexible form factor design
- Cooler and quieter operation



Next-Generation AMD Professional Graphics: Q3 2007 Launch



ATI FireGL™

- Powerful 3D application performance
- CAD, DCC, medical, oil & gas, research, GIS

ATI FireMV™

- Dual and quad output
- Financial traders, control centers, public information displays



Preview: ATI FireGL™ R600

- Innovation Accelerates Application Performance
 - Unified Shaders
 - Auto Detect
 - Industry's Largest Framebuffer
 - Stream Computing
- Innovation Maximizes Productivity
 - Multi-Card
 - ISV Certification
 - Unified Driver



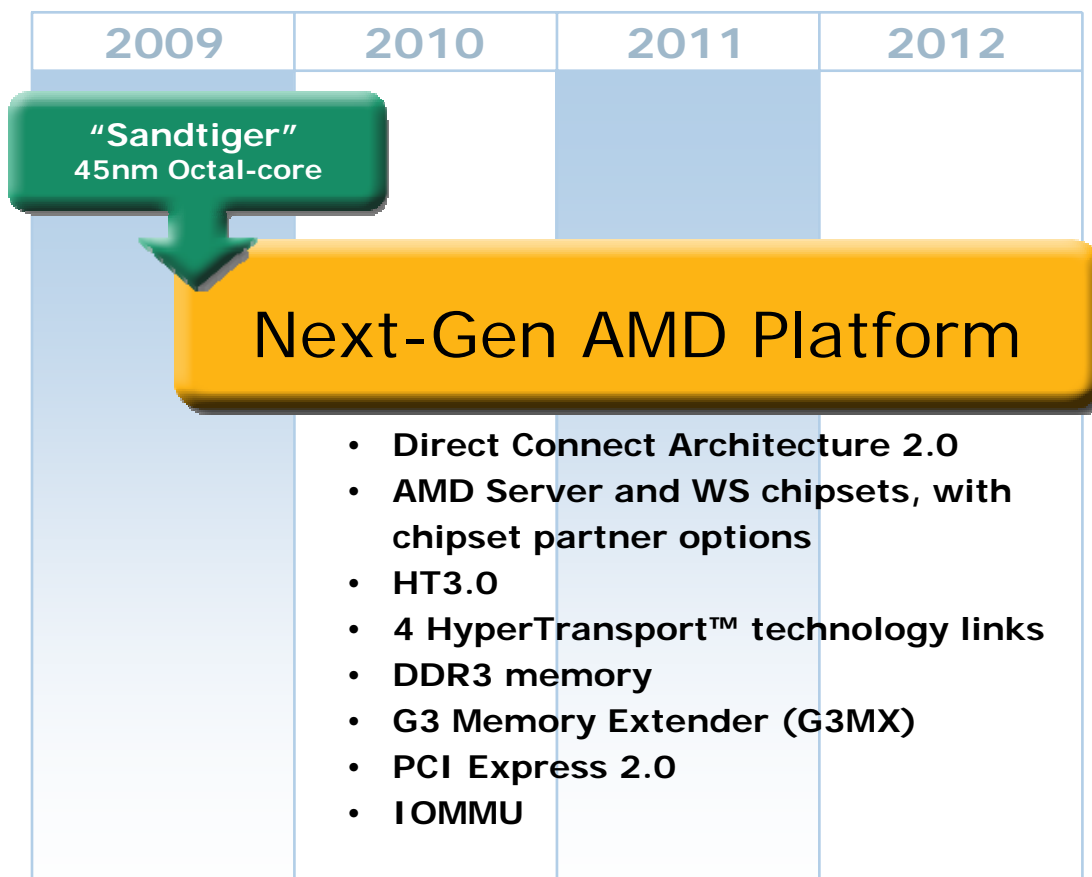
AMD Server and Workstation Roadmap '07-'08



Platform Segment	2H 2007	2008	
CPU	<div>"Barcelona" 65nm Native Quad-Core*<ul style="list-style-type: none">• 512KB L2/core• 2MB L3• RDDR2 { 667 at launch; 800 max 1H'08• 3x HT1.0• AMD-V• Socket F (1207)</div>	<div>"Budapest" 65nm Native Quad-Core*<ul style="list-style-type: none">• 512KB L2/core• 2MB L3• UDDR2 { 800 max• 1x HT1.0 or 1x HT3.0• AMD-V• Socket AM2</div>	<div>"Shanghai" 45nm Native Quad-Core*<ul style="list-style-type: none">• 512KB L2/core• 6MB L3• RDDR2• 3x HT1.0• AMD-V• Socket F (1207)• Continued IPC Improvements</div>
Chipset	<div>nForce Professional 3600 Broadcom HT-2100</div>	<div>nForce Professional 3600 Broadcom HT-2100</div>	<div>Continued collaboration with industry-leading chipset partners</div>
Pro Graphics	<div>R600 Generation FireGL and FireMV professional graphics</div>	<div>R600 Generation FireGL and FireMV professional graphics</div>	<div>R700 Generation FireGL and FireMV professional graphics DisplayPort</div>

* In the 2P and 1P product lines, we will also offer dual-core variants.

Announcing Next-Generation AMD Server and Workstation Platforms



Stable platforms deliver better long-term value and logical transitions for partners and customers

Commercial Update Agenda

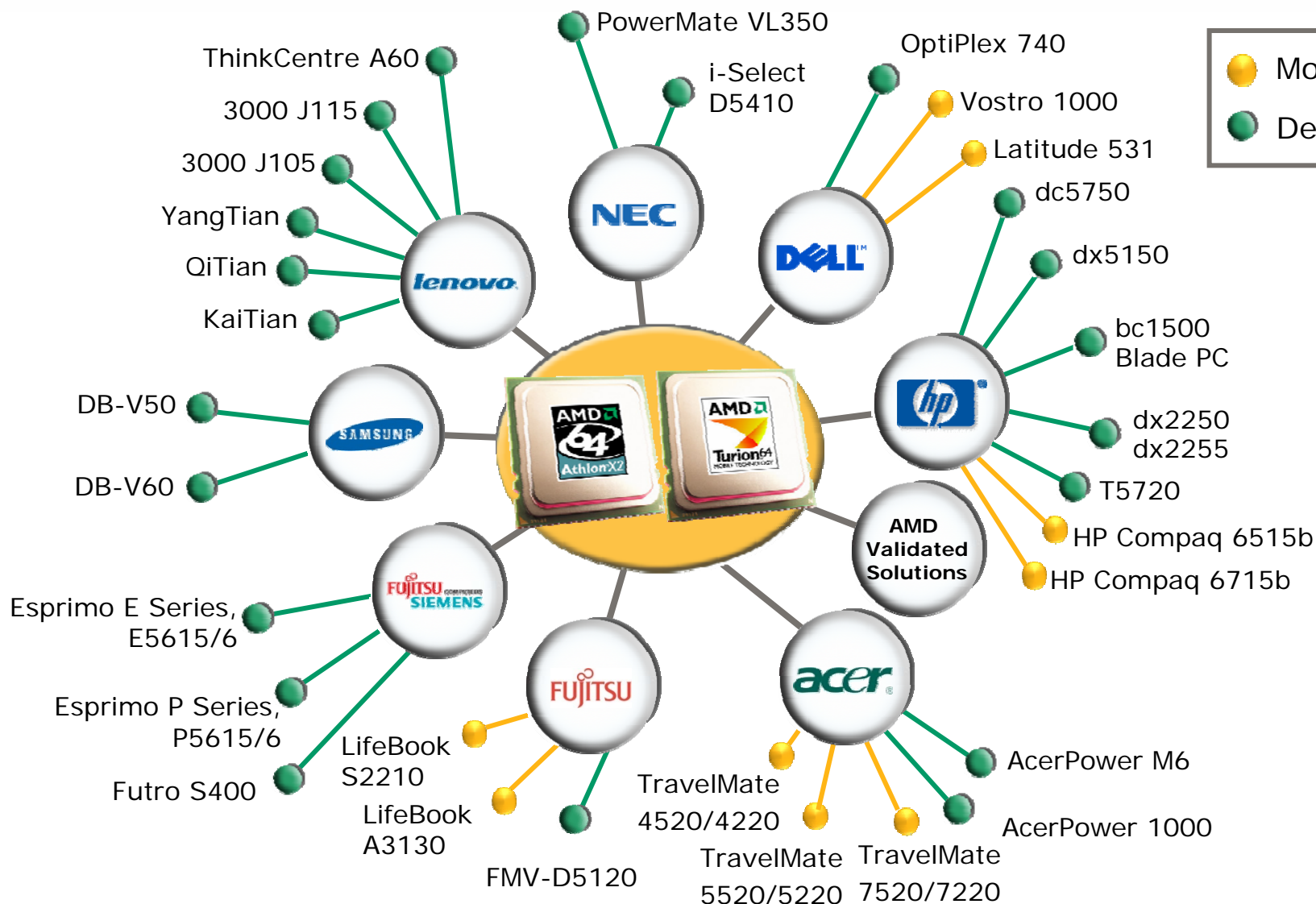
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Commercial Client Platforms



Commercial Client Momentum Building

Gartner: Desktop Recommended Configurations, April 2007

"With AMD now available from Dell, HP and Lenovo, enterprise customers have choice between AMD and Intel. Those options, plus the availability of Windows Vista, give reason for enterprise customers to re-evaluate their PC configurations for 2007."

Select Key Findings

- "AMD has partnered with major OEMs to build enterprise-class PCs with AMD Athlon 64 microprocessors. With appropriate image stability commitments and warranty, AMD based systems are as viable as Intel-based systems."
- "The availability of Microsoft Vista may change how organizations choose their configurations."

Publication Date: 30 April 2007 ID Number: G00147770

AMD “Hardcastle” Business Class Solutions

Notebook Battery Life

Power-optimized CPU and chipset for longer battery life

Desktop Energy Efficiency

Low idle power to meet new Energy Star requirements
Industry's 1st 45-watt desktop processor product line

Stability & Consistency

Best-in-class stability for full set of platform components
Existing design wins on stable AMD platforms via 690 chipsets include HP, Dell and Acer commercial SKUs

Security & Manageability

Open industry standard solution set and silicon level enablement

Thinner & Lighter Notebooks SFF Desktops

Competitive platform performance within existing thermal budgets

Open Platform Approach

Standards and innovation together deliver best-in breed platform-level solutions



- Leadership member
- Developing management standards
- Promoting interoperability for enterprise and Internet environments



- Founding member
- Developing industry standard specifications for low latency, high-performance interconnects



- Founding member
- Developing industry standard specifications for trusted computing

AMD Commercial Client Platforms



Platform Segment		2007	2008 "Hardcastle" Platforms
Desktop	CPU	"Burbidge" Native Single & Dual-Core <ul style="list-style-type: none"> • Dedicated L2 • DDR2 • HT1.0 • AMD-V • EVP • Cool'n'Quiet • Digital Media Xpress • AM2 Package • 65nm 	"Perseus" Native Quad-Core/Single- & Dual-Core <ul style="list-style-type: none"> • 2MB Shared L3 • HT3.0 • AM2+ Package
	Chipset	AMD 690 Series Chipsets DirectX9, UVD, RAID 0,1,10, ASF2.0, DVI/HDMI, Display Cache, ATI Avivo, ATI PowerPlay, PCIe Gen1, TPM Compliant	SB700 Series Chipset Energy Cache & ATI PowerPlay DirectX10, DASH 1.0, RAID 0,1,5,10, DVI/HDMI/DisplayPort, PCIe Gen2
Mobile	CPU	"Kite" Refresh Single & Dual-Core <ul style="list-style-type: none"> • 1MB Total Dedicated L2 • DDR2 • HT1.0 • AMD-V • EVP • PowerNow! • Digital Media Xpress • S1g1 Package • 65nm 	"Puma" "Griffin" Processor Family Single & Dual-Core <ul style="list-style-type: none"> • 2MB Total Dedicated L2 • Power-Optimized HT3.0 • Split Power Planes • Dynamic Performance Scaling • Mobile-Optimized Memory Controller • S1g2 Package
	Chipset	AMD M690 w/SB600 DirectX9, UVD, ATI Avivo, ATI PowerPlay, DVI/HDMI, Display Cache, PCIe Gen 1, ASF2.0, PowerXpress, TPM Compliant, Hybrid Hard Disk Drive	RS780M & SB700 DirectX10, DVI/HDMI/DisplayPort, HyperFlash, PCIe Gen 2, DASH
	Wireless	WLAN: 802.11 a/b/g/draft n; WWAN: 3G	WLAN: 802.11 a/b/g/n; WWAN: 3G

Commercial Update Summary

AMD: Earning Enterprise Business

- Multiple AMD Opteron platforms from the top OEMs
- Share is highest on MP servers for mission critical apps
- Commercial client design wins increased 71% in 7 months

"Barcelona" Native Quad-core Changes the Game

- Investment Protection: Synchronized Platform Progression
- Power Efficiency Innovation
- AMD Virtualization™ Leadership
- HE available at launch with performance scaling

AMD Collaborates with the Full Commercial Ecosystem

- OEM platforms for server and client growing
- Software ecosystem primed for "Barcelona", next-generation ATI FireGL

Building on the AMD Commercial Client Foundation

- Unabated growth in design wins
- Open approach to manageability and security
- Platform value proposition taking root

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